Description

ELECTRO-DYNAMIC PRICING EXCHANGE

Technical Field

[001]   The present invention is a novel computer solution. It solves a number of technical problems associated with dynamic pricing systems in the field of electronic commerce. Especially important for negotiating prices of complex multi-variable commodities such as new vehicles or new computers. This is a completely new concept; it is not an obvious solution; it runs on a machine; it has multiple technical effects and as this disclosure will show, it solves significant technical problems.

Background Art

[002]   Pricing is generally considered to be the most critical element in any commercial enterprise. It is also the most difficult to optimize. Economists have always known that setting fixed prices can hinder sales, since some customers are seeking lower prices while others may have been willing to pay more than the asking price. As a result, fixed pricing increases the risk of either leaving money on the table or ending up with unsold inventory.

[003]   Since the advent of the Internet Dynamic Pricing Systems have become the most extensively researched alternative to fixed price systems. Dynamic pricing occurs when prices are free to respond to even the slightest changes in supply and demand. Two common examples of dynamic pricing systems are Internet auctions and electronic stock exchanges. On-line auctions facilitate sales of basic commodities, such as used personal property, used cars, used computers, or surplus inventory liquidations. Electronic stock exchanges facilitate the sales of base commodities such as gold, silver, financial instruments such as corporate shares and derivatives. These examples are considered to be basic commodities because of the absence of any complex variable elements. New vehicles and new computers are examples of complex multi variable commodities because they are usually offered with a number of variable components, which must be resolved during the sales process.

Disclosure of Invention

Technical Problem

[004]   Existing computing technology is not capable of co-ordinating multi-variable order (re)configurations when combined with dynamic pricing systems. There is no practical method for different traders or bidders to select or deselect their own unique set of model variations and optional equipment 'on-the-fly' while competing in the *same* bidding process. Some auction operators make an attempt to offer brand-new multi-variable products but each variation has to be a distinctly separate auction process. The

effect of this dissection is to spread a limited pool of bidders over a large number of different auction sales and by so doing, drastically dilute support for each individual sale. This is hopelessly inefficient and fails to exploit the most important advantage of dynamic pricing, which relies on multiple competitive bidding to ensure accurate free-market pricing.

Technical Solution

[005]   The present invention (also referred to as "DPX") was initially designed to overcome the inability of computer systems to manage "real-time" dynamic pricing transactions of multiple item complex orders for new vehicles and new computers, but can be applied with equal benefit to anything with multi-variable characteristics. Such products are typically offered for sale with a variety of optional features, selectable by the purchaser. An average vehicle could have as many as a hundred variable features, (see drawing 5). A wholesale order for just 10 vehicles could contain over a thousand variables which must all be resolved during the sales process. Selecting or deselecting such a vast number of variables during a live unmanned electronic bidding process has previously proved impossible. The present invention contains an infinitely variable product option selector apparatus and an auto-dynamic pricing synchronizer device, which drastically cuts the processing time and solves the problem completely .

Advantageous Effects

[006]   The DPX empowers buyers and sellers of new vehicles, new computers, or anything else with multiple choice features to select or deselect any possible options, completely '*on-the-fly*' and trade instantly at the current market prices, or to simply modify the order and by so doing submit a new order which is then posted to a perpetual bid/offer matching engine. The order may be matched instantaneously or it may be reviewed and accepted by any other registered trader. Orders are continuously ranked in order of priority sequence selected by the client viewer. The key commercial advantage of this system is that it has the propensity to create spontaneous and ex-ponential growth in client numbers because each respondent must register as a client to answer or counter-bid any offer received. These characteristics show another very important distinction between prior art and the subject invention. The present invention not only solves a significant problem for auctions and stock exchanges, but goes much further. The preferred embodiment is therefore not an Internet style auction at all. It is closer to a financial trading exchange but still quite different. It employs a much more efficient and completely revolutionary system for exploiting the power and *universal* application of dynamic pricing systems.

Brief Description of the Drawings

[007]   Drawing 1 shows a general overview of a sales listing procedure and the sequence

of events labelled as follows:

[008]   (1) Site Administrator lists the most basic versions of the products available, with
no optional features included.

[009]   (2) A full list of all optional equipment, recommended prices, and estimated
delivery dates for all available options is added.

[010]   (3) Digital photographs can also be included, showing how the products would
appear after each model variation or visible feature has been added, including different
viewing angles.

[011]   (4) Seller can also provide all their product costing information so that the system
can monitor every transaction to calculate instant profit and loss figures for automated
negotiation protocols. At this point the product is basically ready for trading.

[012]   (5) Trader may then select any components, variations and quantities required.

[013]   (6) Product image changes to reflect each traders unique selection of colours and
optional features. Depending on commodity different angles and multimedia pre-
sentations are also available for viewing.

[014]   Drawing 2 shows the most simple tabular view of a new order using the infinitely
variable configuration apparatus. The number of columns and rows are infinitely
expandable. For the purpose of explanation each column is labelled with letters of the
alphabet and each row is labelled numerically. Cells are referred to by their intersect
label. For example; the cell at the intersect of column 2, line 3 would be identified as
B3. This example order shows a typical new vehicle transaction. It shows the most
simple order for just one base vehicle shown on line 4 and one additional option
selected on line 5. (See check boxes ticked in column D). As each component is added
from the new pull down menu created in column "A" an additional row is auto-
matically added, ready for the next item selection, and so on, until all required
components have been added. Different product specifications are grouped in separate
columns to maintain detail order integrity. In this example only one column (C) has
been activated. Starting prices are automatically posted from the system database.
Typically the manufacturers recommended selling prices. After configuring the order
by simply selecting items from pull down menus and ticking applicable columns the
trader would then enter the quantity (C7), then enter their bid or offer (B16) and click
buy or sell (B17) to post the order to the perpetual bid/offer matching engine and
dynamic order book viewer shown in drawing 4.

[015]   Drawing 3 shows the full power of the DPX's infinitely variable and dynamic
product configuration apparatus. The sample table depicts a much more complex order
than that shown in drawing 2. Many optional features are selected (A4:A24) and
numerous product column groups have been created (C:H). Each order has a unique
tracking code (A1). Item description fields also contain "info" links to full detail speci-

fications and pictures of items selected. Cell B4 through B24 show the current prices
for all items shown in rows A3:A24. Column and rows shown from C4 through H24
represent selection boxes for adding or deleting optional items to each column group.
Row 25 shows the total calculated unit price for each column group. Trader enters the
required quantities for each product group on row 26. Row 27 shows the calculated
total for each column selection. Cell B29 shows the total net order value. Cell B30
would automatically show any taxes payable according to the status of bidder. Cell
B31 shows the total including any taxes. Cell B32 shows the deposit due on sale
according to trader status. Cell B33 shows the total balance payable upon delivery.
Row 28 shows the estimated availability date for delivery of the product according to
the selection of features matched against the suppliers current delivery schedule for the
slowest item selected. This cell is continuously updated whenever a column selection
changes or the supplier updates the database delivery schedule. Cell A34 contains a
pull down menu for bidder to select the display currency of their choice. Cell B35 is
the main bid/offer input field. After the amount is entered the trader clicks the buy or
sell button (B36) to confirm and post the order to the perpetual bid/offer matching
engine and order book viewer. IMPORTANT: When the bid amount is edited in cell
B35 every single price in the entire component catalogue changes in perfect unison at
precisely the same rate of change. This applies to all items available to client(s),
whether actually selected by trader or not. This key engineering technique is what
enables infinitely variable product reconfiguration "on-the-fly" at any time during a
competitive dynamic commerce transaction, always maintaining absolute integrity of
pricing ratios throughout the entire order. This is especially important for dynamic
pricing systems, such as on-line auctions or other dynamic pricing exchanges. Without
such a system universal application of dynamic pricing and auctions of multi-variable
items would not be possible in a single competitive sales process. This is an important
advance and key distinction from any prior art.

[016]   Drawing 4 shows the Perpetual Bid/Offer Matching Engine with a dynamic ranking
order book viewer. Whenever new orders are posted they appear on this viewing
system in ascending or descending order according to user settings for any column.
Traders can see a general description of any order simply by hovering a mouse pointer
over the bid/offer price. Any order can be clicked open, modified and reposted as a
new order, deleted (by the owner), or accepted by any registered trader. The matching
engine searches continuously for exact or closely matching buy/sell orders and alerts
traders using pre-arranged contact methods.

[017]   Drawing 5 shows a typical, but by no means extravagant list of variable features
available for just one single new automobile. In this case over 90 different variables
must be resolved during the sales process for each such vehicle. All chargeable items

must be re-priced in equal ratio to each other every time a bid or offer changes during an auction or other dynamic pricing process. This can happen many times a minute.

Best Mode for Carrying Out the Invention

[018]   The best mode for the invention is in the form of a Universal d-commerce exchange using the perpetual bid/offer matching engine as described in this disclosure. The *Universal* d-commerce exchange concept differs from any other commodities exchange in several key respects. The most critical being that a traditional commodities exchange has no technology available to manage dynamic product variables, whereas the subject invention can handle any number of variables "on-the-fly". It is therefore ideally suited for trading multi-variable commercial products such as vehicles and computers.

[019]   Essential and distinguishing features of the invention are as follows:

[020]   An infinitely expandable product order configuration system where interactive columns are automatically added to allow multiple groups of dissimilar products to be ordered simultaneously. An infinite number of rows can also be added automatically after each of any number of available component options are selected from pull-down menus.

[021]   A dynamic pricing system which can recalculate the prices of each and every item on any size order, completely in unison and precisely equal ratio to each other, from input by client to just one small entry field, the total bid or offer price. It will also re-calculate the entire order automatically when the order is changed in any way.

[022]   A Perpetual bid/offer matching engine and electronic order book system which receives all posted orders. It then ranks and displays the orders in any sequence selected by the client. The system can match buy/sell orders automatically or alert traders to the closest matches. The viewer can also see the general contents of any order in a pop-up bubble simply by hovering a mouse pointer over any price. The client can select any order from the electronic order book to open in full detail view. They can then either accept the order by confirming a purchase or sale, or they could modify the order, thus creating another new order and post it to the order book. Traders can also delete their own orders any time before acceptance by another trader.

[023]   A system to search and find orders matching requirements.

[024]   The preferred DPX embodiment also employs a unique combination of operating techniques as follows:

[025]   A unique system for processing payment from buyers on behalf of vendors. It provides a fully integrated and insured *escrow service for every transaction, thus eliminating the risk of fraud or non payment of debts. Prior to placing a bid buyers must first authorize an electronic funds transfer or EFT payment into their escrow

deposit account equal to a pre-determined percentage of estimated trading re-
quirements. After an order is accepted the required down-payment is automatically
transferred from the buyers deposit account to the escrow transaction account. Closing
instructions are then drawn and confirmed. Payments are held in neutral escrow
pending completion of both buyer's and seller's obligations, then transferred to seller
account. *For purposes of this disclosure the term "escrow" is defined as "any
transaction wherein one person, for the purpose of effecting the sale, transfer, en-
cumbering, or leasing of any property to another person, delivers any written
instrument, money, evidence of title to real or personal property, or other thing of
value to a third person to be held by such third person until the happening of a
specified event or the performance of a prescribed condition, when it is then to be
delivered by such third person to a grantee, grantor, promisee, promisor, obligee,
obligor, bailee, bailor, or any agent or employee of any of the latter."

[026]   The DPX can also facilitate the trading of "Call" or "Put" Options on applicable
commodities. Approved buyers can convert their down-payment into an option-
premium payment. The option-holder may then have an extended period of time to
either exercise the option, pay and take delivery of goods, with credit for any
remaining value of option premium, or sell and/or assign the option to anyone else, or
even allow the option to expire, without any further obligations.

Mode for the Invention

[027]   The inventor believes that the Universal d-commerce exchange including the
Perpetual bid/offer matching engine is a far more practical and efficient system for
mainstream electronic commerce and sales of brand new goods. However new
merchandise can also be sold very effectively through Internet auctions and other
dynamic pricing systems, as long as the DPX technology is used to solve the problem
of negotiating variables "on-the-fly" during a bidding process.

[028]   Thus, a method and system for deploying an infinitely variable free-market trading
system, serving all types of buyers and sellers communicating via an electronic
network is disclosed. Although the present invention has been described with reference
to specific exemplary embodiment, it will be apparent to those of ordinary skill in the
art that various modifications, augmentations or alternative applications may be im-
plemented to this embodiment without departing from the broader spirit and scope of
the invention as set forth herein.

Claims

[001]   A Universal d-commerce exchange trading system comprising uniquely configured computer servers connected to a global network of client computers through a network, such as an Intranet or Internet; providing an electronic trading system for basic and complex multi-variable commodities using dynamic pricing systems.

[002]   The Universal d-commerce exchange trading system as described in claim 1 including a Dynamic Pricing System uniquely integrated with an infinitely variable product order configuration apparatus.

[003]   The infinitely variable product order configuration apparatus, as described in claim 2, including a dynamic product component selector and removal device.

[004]   The dynamic product component selector and removal device, as described in claim 3, including a method for dynamically selecting and removing multiple component parts from complex multi-variable product orders.

[005]   The dynamic product component selector and removal device, as described in claim 3, including a method for automatically expanding and contracting an electronic order form, both vertically and laterally whenever another product model group or line item is added or deleted from an order.

[006]   The Dynamic Pricing System, as described in claim 2, including a dynamic component pricing synchronizer mechanism.

[007]   The dynamic component pricing synchronizer mechanism as described in claim 6, including a method of automatically updating the prices of all the items available in perfect unison and equal ratio to each other, increasing or decreasing incrementally according to the current bid or offer for the total order assembly.

[008]   A Perpetual bid/offer matching engine with a dynamic order-book viewer system and a method for automatically co-ordinating, evaluating and ranking multiple orders for similar items or product groups, which may be continuously changing in value and composition.

[009]   The Perpetual bid/offer matching engine with dynamic order-book viewer system, as described in claim 8, including a method for traders to open any listed order, either to review, or to accept, or to modify and repost as a new order, leaving the original order intact.

[010]   The Perpetual bid/offer matching engine and dynamic order-book viewer system, as described in any previous claim, including a method for clients to search for orders matching their requirements using an electronic search engine system.

[011]   The Perpetual bid/offer matching engine and dynamic order-book viewer system, as described in any previous claim, including a novel method for creating

spontaneous and exponential growth in users because each respondent must register as a client to answer or counter-bid any offer received, thus creating rapidly accelerating growth in registered clients.

[012] The Universal d-commerce exchange trading system as described in any preceding claim, further including a method of setting the base starting prices together with product costing information so that the site administrator or seller can view a continuously updated profit and loss statement for each order, relative to the current bid price.

[013] The Universal d-commerce exchange trading system as described in any previous claim, further including a method of updating and automatically posting the estimated delivery date for each product assembly group based on the latest date assigned to any one of the included component parts selected.

[014] The Universal d-commerce exchange, as described in any previous claim, further including a fully integrated escrow service for secure processing of payments and deposits for pending transactions. (*defined in section 25 of invention description)

[015] The fully integrated escrow service as described in claim 14, including a method for maintaining a security deposit account for registered traders.

[016] The fully integrated escrow service as described in any previous claim, including a method for automatically reserving, charging, clearing and receiving by electronic funds transfer ("EFT") a deposit into escrow, equal to a predetermined percentage of the estimated closing value of pending sales, in which subject trader is a participant.

[017] The fully integrated escrow service as described in any previous claim, including a method for balancing and automatically refunding any surplus deposit funds back to registered traders bank account.

[018] The fully integrated escrow service as described in any previous claim, including a method for automatically transferring the required down-payment from the buyer's deposit account to the neutral escrow transaction account whenever a registered trader confirms a purchase.

[019] The Universal d-commerce exchange, as described in any previous claim, including a method for buyers or assignees of buyers to acquire, hold and trade "Call" or "Put" Options, which will create a right to complete the purchase or sale at or before a future date, according to specific terms agreed.

[020] The "Call" or "Put" Options, as described in claim 19, further including a method wherein registered traders down-payment or deposit can be converted into the required option-premium payment.

[021] The Universal d-commerce exchange trading system as described in any

previous claim, further including an alternative method of executing transactions using an electronic auction method as opposed the perpetual bid/offer matching engine as described in claim 8 and any subsequent claim.

[022] The electronic auction method as described in claim 21, including a method for determining and ranking winners according to the highest* bid for any one of the bundled items included in the order lot, without regard to the highest* overall bid for the total order lot. (*in the alternative style application of a reverse or descending price auction the word "highest" is substituted with the word "lowest")

[023] The electronic auction method as described in any previous claim, including a method of determining and ranking winners according to the highest bid on the basic lot without consideration for any optional components added during an auction process.

[024] The electronic auction method as described in any previous claim, including a method for starting an auction duration countdown only upon receipt of the first bid.

[025] The electronic auction method as described in any previous claim, including a method for starting an auction duration countdown only upon receipt of the second, or rival bid.

[026] The electronic auction method as described in any previous claim, including a method enabling an auction bidder to cancel a bid and retire from an auction, anytime prior to the official start of an auction countdown, according to the rules in force.

[027] The electronic auction method as described in any previous claim, including a method where, during any predetermined final period (such as the last hour), the closing time for the auction can be marginally extended or reduced automatically and repeatedly according to the level of bidding activity AND during this final period the precise closing time is visible only to the bidder in the leading position at any moment in time.

[028] The electronic auction method as described in any previous claim, including a method whereby any bidder can elect to withdraw from a bidding process at any time and buy their order lot selection immediately at a price automatically calculated at a prorated fixed percentage premium above the current highest bid.

[Fig. 001]
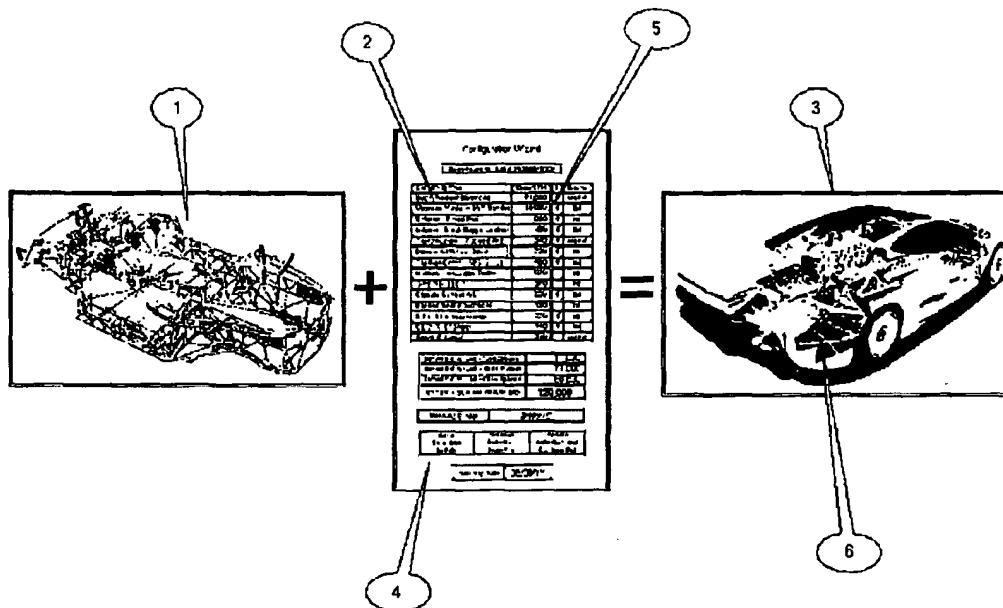
[Fig. 002]

	A	B	C	D
1	Enter New Order		▼	
2	Order Ref: T115-031215A	Exterior	▼	
3	1. SELECT OPTIONS >	Interior	▼	
4	A-Class 5 Door Base Price ▼	13,555	13,555	✔
5	Upholstery - Designo Leather Myst ▼	4960	4960	✔
6	Total Price Per Unit		18,515	
7	2. INSERT QUANTITIES >	CONFIRM	1	
8	Total Price Per Group		18,515	
9	Estimated Delivery Date			
10	Total Value of Order	18,515		
11	VAT (as Applicable)	3,240		
12	Total including Taxes	21,755		
13	Deposit Due on Sale	1,852		
14	Balance Due on Delivery	19,904		
15	Select Currency ▼			
16	3. INSERT BID AND POST >	18,515		
17	Delete My Order Modify Order	Buy Sell		

[Fig. 003]

	A	B	C	D	E	F	G	H
1	Trader122 Ref: T122-031216C	t. Colour	Red S	Back S	lacier White	tol Blue M	ol Silver M	tan/Green M
2	1. SELECT OPTIONS >	nt. Trim	Sia Grey/F	Chili Red/L	k Blue /L	Black /L	Slate Grey/L	Quartz /L
3	A-Class Base Price (A140 Classic 5 I	13,555	13,555	13,555	13,555	13,555	13,555	13,555
4	A140 LWB Elegance 5 Door Upgra	1,800	1,800					
5	A160 LWB Avantgarde 5 Door Up	4,065		4,065				
6	A170CDI LWB Classic SE 5 Door	3,070			3,070			
7	A170CDI LWB Elegance 5 Door U	3,750				3,750		
8	A190 LWB Elegance 5 Door Upgra	4,960					4,960	
9	A210 LWB Evolution 5 Door Upgr	7,120						7,120
10	5-speed automatic transmission v	1,045		1,045		1,045	1,045	1,045
11	5-speed manual transmission with	430	430		430			
12	Alloy wheels - AMG 7Jx17(205/40	662		662		662		662
13	Auto dim r/view; auto wipers; blu	194		194	194	194		194
14	Heated screen wash system	112	112		112	112		112
15	Cruise control with Speedtronic -	194			194			194
16	Electric folding mirrors	138	138	138	138	138	138	138
17	Electric louvred sunroof	581	581	581		581		581
18	Upholstery - leather	869		869	869	869	869	
19	Front seats - heated	241	241	241		241		241
20	Audio 30 with Auto Pilot System	1,230						1,230
21	Parktronic (PTS)	387		387		387		387
22	Tow-bar, detachable - excludes 1	473			473			473
23	Upholstery - Designo Leather Bla	1,445						1,445
24	Colour - Metallic Paint	284				284	284	284
25	Total Price Per Unit		16,857	21,737	19,035	21,818	20,851	27,661
26	2. INSERT QUANTITIES >	CONFIRM	15	10	10	5	10	2
27	Total Price Per Group		252,855	217,370	190,350	109,092	208,510	55,322
28	Estimated Delivery Date		03/03/04	03/03/04	03/03/04	03/03/04	03/03/04	03/03/04
29	Total Value of Order	1,033,497		3.	SELECT FREE OPTIONS			
30	VAT (as Applicable)	160,862	Cassett ▼	Cassett ▼	Individu ▼	Individu ▼	Individu ▼	Individu ▼
31	Total including Taxes	1,214,359	Cassett ▼	Blaupun ▼	Individu ▼	Individu ▼	Individu ▼	Individu ▼
32	Deposit Due on Sale	103,350	Cassett ▼	Sony CI ▼	Individu ▼	Individu ▼	Individu ▼	Individu ▼
33	Balance Due on Delivery	1,111,009	Cassett ▼	TIREFII ▼	Individu ▼	Individu ▼	Individu ▼	Individu ▼
34	Select Currency ▼		Cassett ▼	Alloy wt ▼	Individu ▼	Individu ▼	Individu ▼	Individu ▼
35	4. INSERT OFFER & POST >	1,033,497	Cassett ▼	Alloy wt ▼	Individu ▼	Individu ▼	Individu ▼	Individu ▼
36	Delete My Order	Modify Order	Buy	Sell	Cassett ▼	TIREFII ▼	Individu ▼	Individi ▼	Individu ▼	Individu ▼

[Fig. 004]

	A	B	C	D	E	F	G
1	New Buy	Dynamic Order Book Viewer				New Sell	▲
2	Order	Buy Orders		Sell Orders		Order	
3	Buyers	QTY	Base Bid	QTY	Base Offer	Sellers	
4	Trader1	52	13,555	40	13,691	Trader2	
5	Trader9	40	13,284	40	13,964	Trader4	
6	Trader3	30	13,018	30	14,244	Trader8	
7	Trader9	20	12,758	20	14,529	Trader7	
8	Trader12	10	12,503	10	14,819	Trader6	
9	Trader10	1	12,253	1	15,115	Trader11	
10	Trader2	1	12,008	1	15,418	Trader1	
11	Trader4	1	11,767	1	15,726	Trader9	
12	Trader8	1	11,532	1	16,041	Trader3	
13	Trader7	1	11,301	1	16,361	Trader9	
14	Trader6	1	11,075	1	16,689	Trader12	
15	Trader11	1	10,854	1	17,022	Trader10	
16	Trader1	1	10,637	1	17,363	Trader2	
17	Trader9	1	10,424	1	17,710	Trader4	
18	Trader3	1	10,216	1	18,064	Trader8	
19	Trader9	1	10,011	1	18,426	Trader7	
20	Trader12	1	9,811	1	18,794	Trader6	
21	Trader10	1	9,615	1	19,170	Trader11	
22	Trader2	1	9,423	1	19,553	Trader1	
23	Trader4	1	9,234	1	19,945	Trader9	
24	Trader8	1	9,049	1	20,343	Trader3	
25	Trader7	1	8,868	1	20,750	Trader9	
26	Trader6	1	8,691	1	21,165	Trader12	
27	Trader11	1	8,517	1	21,589	Trader10	▼

	A	B	C	D	E
1	Select Upgrades and Options	£0	48	Tow-bar, detachable - excludes 13-pin adaptor	£473
2	A-Class Base Price (A140 Classic 5 Door Base)	£13,555	49	5-speed manual transmission with Automatic Clutch System (ACS)	£430
3	A210 LWB Evolution 5 Door Upgrade	£7,120	50	Family Pack - leather	£430
4	A210 Evolution 5 Door Upgrade	£6,220	51	Mercedes-Benz Audio 30 radio/cassette player	£413
5	A190 LWB Avantgarde 5 Door Upgrade	£5,110	52	Telephone pre-wiring with hands-free facility and telephone aerial on roof	£409
6	A190 LWB Elegance 5 Door Upgrade	£4,960	53	Parktronic (PTS)	£387
7	A170CDI LWB Avantgarde 5 Door Upgrade	£4,800	54	Family Pack - cloth	£353
8	A170CDI LWB Elegance 5 Door Upgrade	£4,650	55	Bose sound system - only available with Mercedes-Benz Audio 10/30 (not avai	£340
9	A190 Avantgarde 5 Door Upgrade	£4,210	56	CD changer - 6 disc - only available with Mercedes-Benz Audio 10/30	£301
10	A160 LWB Avantgarde 5 Door Upgrade	£4,065	57	Colour - Metallic Atoll Blue	£284
11	A190 Elegance 5 Door Upgrade	£4,080	58	Colour - Metallic Comet Grey	£284
12	A160 LWB Elegance 5 Door Upgrade	£3,915	59	Colour - Metallic Lunar Silver	£284
13	A170CDI Avantgarde 5 Door Upgrade	£3,900	60	Colour - Metallic Mangrove Green	£284
14	A170CDI Elegance 5 Door Upgrade	£3,750	61	Front seats - heated	£241
15	A160 Avantgarde 5 Door Upgrade	£3,165	62	Integrated rear child seats (2) - leather (not available with individual rear seat	£232
16	A170CDI LWB Classic SE 5 Door Upgrade	£3,070	63	Windowbags	£232
17	A160 Elegance 5 Door Upgrade	£3,015	64	A140 Classic SE 5 Door Upgrade	£220
18	A140 LWB Avantgarde 5 Door Upgrade	£2,850	65	Automatically dimming rear-view mirror with rain sensing wipers - includes blu	£194
19	A170CDI LWB Classic 5 Door Upgrade	£2,850	66	Cruise control with Speedtronic - for manual/ACS transmissions	£194
20	A140 LWB Elegance 5 Door Upgrade	£2,700	67	Alloy wheels (4) - Turin 6.5J x 16 (205/45 tyres)	£181
21	A160CDI Avantgarde 5 Door Upgrade	£2,690	68	Audio 10 radio/cassette player	£169
22	A160CDI Elegance 5 Door Upgrade	£2,540	69	Audio 10 radio/single CD player	£169
23	A160 LWB Classic SE 5 Door Upgrade	£2,335	70	Integrated rear child seats (2) - cloth (not available with individual rear seats)	£146
24	A170CDI Classic 5 Door Upgrade	£2,170	71	Electric folding mirrors	£138
25	A160 LWB Classic 5 Door Upgrade	£2,115	72	Heated screen wash system	£112
26	A140 Avantgarde 5 Door Upgrade	£1,950	73	Front passenger seat - vertically adjustable and removable	£108
27	A170CDI Classic 5 Door Upgrade	£1,950	74	Storage Pack	£103
28	A140 Elegance 5 Door Upgrade	£1,800	75	Fire extinguisher	£90
29	Upholstery - Designo Leather Black (only available when heated fron	£1,445	76	Audio 5 radio/cassette player (not available with CD changer or Bose sound s)	£83
30	Upholstery - Designo Leather Bordeaux (only available when heated	£1,445	77	Sun visors with illuminated vanity mirrors	£69
31	Upholstery - Designo Leather Imperial Red (only available when hea	£1,445	78	Blue windscreen shadeband	£30
32	Upholstery - Designo Leather Mystic Blue (only available when heate	£1,445	79	ISOFIX child seat fastenings	£26
33	A160 Classic SE 5 Door Upgrade	£1,435	80	12 V socket in load space	£13
34	Audio 30 radio/single CD player with Auto Pilot System	£1,230	81	Select Free Options	£0
35	A160 Classic 5 Door Upgrade	£1,215	82	Alloy wheels (4) - 6-spoke 5.5J x 15 (195/50 tyres)	£0
36	A140 LWB Classic SE 5 Door Upgrade	£1,120	83	Blaupunkt Lausanne radio/single CD player	£0
37	5-speed automatic transmission with Tipfunction and Speedtronic cru	£1,045	84	Cassette storage - replaces CD holder	£0
38	A160CDI Classic SE 5 Door Upgrade	£960	85	Individual rear seats - deletes third rear seatbelt (not available with integrated	£0
39	A140 LWB Classic 5 Door Upgrade	£900	86	Sony CDX-C8000R radio/single CD player	£0
40	Upholstery - Leather Chilli Red	£869	87	TIREFIT system instead of spare wheel	£0
41	Upholstery - Leather Dark Blue	£869	88	Upholstery - Fabric Chilli Red	£0
42	Upholstery - Leather Quartz	£869	89	Upholstery - Fabric Dark Blue	£0
43	Upholstery - Leather Slate Grey	£869	90	Upholstery - Fabric Quartz	£0
44	A160CDI Classic 5 Door Upgrade	£740	91	Upholstery - Fabric Slate Grey	£0
45	Alloy wheels (4) - AMG 7J x 17 (205/40 tyres)	£662	92	Colour - Solid Glacier White	£0
46	Nokia 6210 mobile telephone with hands-free facility and telephone a	£589	93	Colour - Solid Jupiter Red	£0
47	Electric louvred sunroof	£581	94	Colour - Solid Night Black	£0